

EBOOK

Building adaptive content experiences with the powerful synergy of Optimizely and Siteimprove



Siteimprove

Contents

- p3** Introduction to Optimizely
- p4** Introduction to Siteimprove
- p5** Better together: Optimizely + Siteimprove
- p6** How we create high quality content experiences
- p10** Industry insights
- p12** Getting started

Introduction to Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and offices around the globe are proud to help more than 9,000 brands, including Peloton, Uber, AMEX, WSJ, Santander, KLM and Mazda enrich their customer lifetime value, increase revenue and grow their brands.

Website: <https://www.optimizely.com>

Industry: Technology, Information and Internet

Headquarters: New York, New York

Specialties: CMS, Digital Commerce, A/B Testing, Customer Experience Optimization, Personalization, Mobile Optimization, Conversion Rate Optimization, Split Testing, Digital Experience and Optimization as a Service



Over 9,000 brands worldwide have chosen Optimizely to unlock their digital potential



Introduction to Siteimprove

Siteimprove is a comprehensive cloud-based Software as a Service (SaaS) solution that helps organizations achieve their digital potential by empowering teams with the actionable insights they need to deliver a superior website experience and drive growth. Siteimprove Digital Presence Optimization (DPO) software allows users to create higher quality content, drive increased traffic, measure digital performance, and work towards regulatory compliance—all from one place.

Website: <https://www.siteimprove.com/>

For more information, visit the Optimizely App Marketplace Siteimprove partner [page](#) and [app](#).



01

Better together: Optimizely + Siteimprove

The days of manually reviewing your online presence for errors are over with Siteimprove and Optimizely.

Consistently create meaningful content experiences that are useable, discoverable, reliable, functional and compliant.

Optimize your website from a single platform

Our partnership enables you to enhance your Optimizely investment and visualize Siteimprove insights in an easily digestible way. By equipping your teams with our joint solution, your team can improve content quality, work towards accessibility compliance, drive search engine traffic, meet data privacy requirements, and measure website performance and ROI—all from a single platform.

Together, we allow your team to:

- Simplify user experience by integrating Siteimprove into the Optimizely CMS editing environment and Optimizely Content Marketing work requests
- Streamline internal workflows, increase productivity and reduce time-to-market
- Identify and fix accessibility issues according to the WCAG 2.1 Guidelines
- Use Siteimprove SEO Checker to rank and fix SEO issues. Scan sites, identify common problems in seconds and rank issues by importance and complexity of resolution.

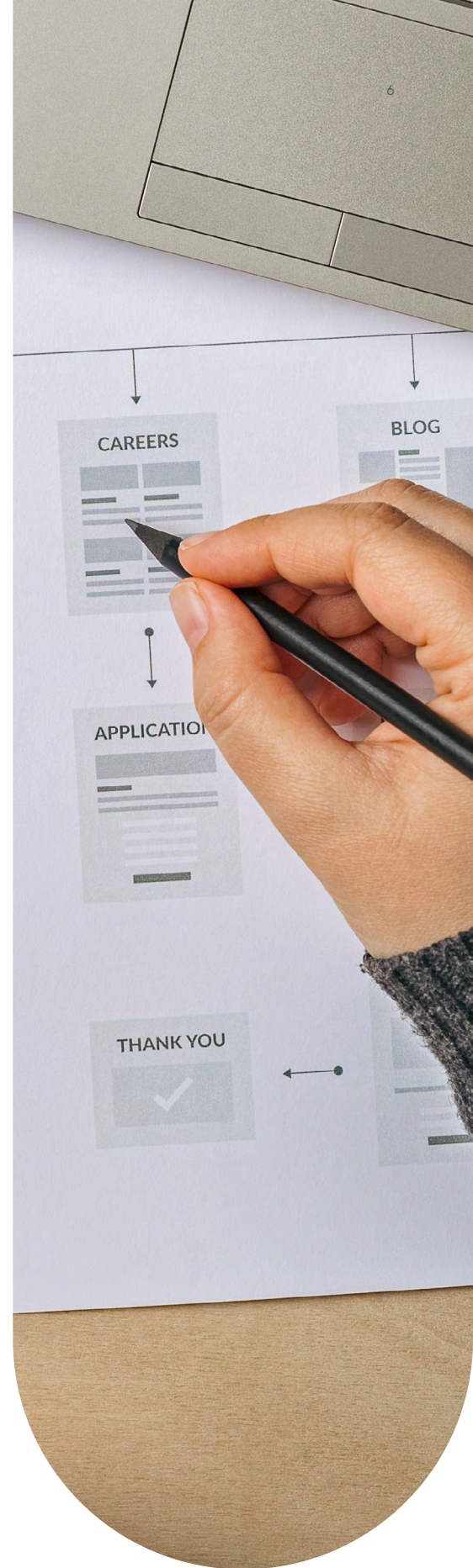
02

How we create high quality content experiences

In today's digital landscape, to turn heads, retain attention and gain new audiences, your digital content needs to be on the right side of SEO and accessibility guidelines. Knowing how and where to optimize your content can be an intricate and time-consuming process but Optimizely and Siteimprove are here to help you improve your end-to-end content workflow, from issue discovery to resolution.

Our integrations provide marketing departments with an exceptional combination of innovations to deliver digital experiences and revenue more efficiently than ever before. Gain the unique ability to check content before it's published, after it's live, and get insights into the consequences of unpublishing a page to ensure your websites are error-proof. And once an issue is addressed, easily validate the impact of those changes. Additionally, you'll also be able to automate the process of creating work requests from Siteimprove issue reports and assign the responsible individuals to the tasks.

In short, with our seamless integration content marketers can confidently create digital experiences that meet the highest standards of search engine optimization and accessibility before content is published, saving time and money.



Integrations

Siteimprove – Optimizely Content Management System Plugin

The Siteimprove Content Management System Plugin bridges the gap between the Optimizely content management system and the Siteimprove Intelligence Platform.

Not only can you get insights on your website based on the Siteimprove crawls, but the integration allows you to audit the content both before being published and after being published. This allows you to fix mistakes, optimize content and manage your site more efficiently.

The seamless integration between Siteimprove and Optimizely streamlines workflow efficiencies for your web team. With the add-on, your team can access Siteimprove features, fix errors and optimize content directly within the Optimizely editing environment.

Once the detected issues have been assessed, you can re-check the relevant page in real-time and determine if further actions are needed.

Siteimprove – Optimizely Content Marketing Connector

Integrate Optimizely Content Marketing (formerly Welcome) with Siteimprove to automatically create work requests from Siteimprove issues.

Users can then easily choose from the Siteimprove issues within the Optimizely Content Marketing platform and prioritize, delegate tasks and optimize internal workflows. They will also be able to navigate directly to the full context of the raised issue within the Siteimprove platform.

This allows content marketers to work and collaborate to quickly launch high quality content.

Features

Accessibility and Readability

- Provide an accessible experience for everyone through ADA and WCAG 2.1 recommendations
- Detect and fix misspellings and broken links

Ads

- Optimize your paid marketing efforts

Quality Assurance

- Create error-free, trustworthy content

Collaboration

- Enable your teams to automate work requests and task generation

Analytics

- Prove your website's impact and ROI
- Get real-time data such as page visits and page views
- Keep track of feedback, ratings and comments

Internal Compliance

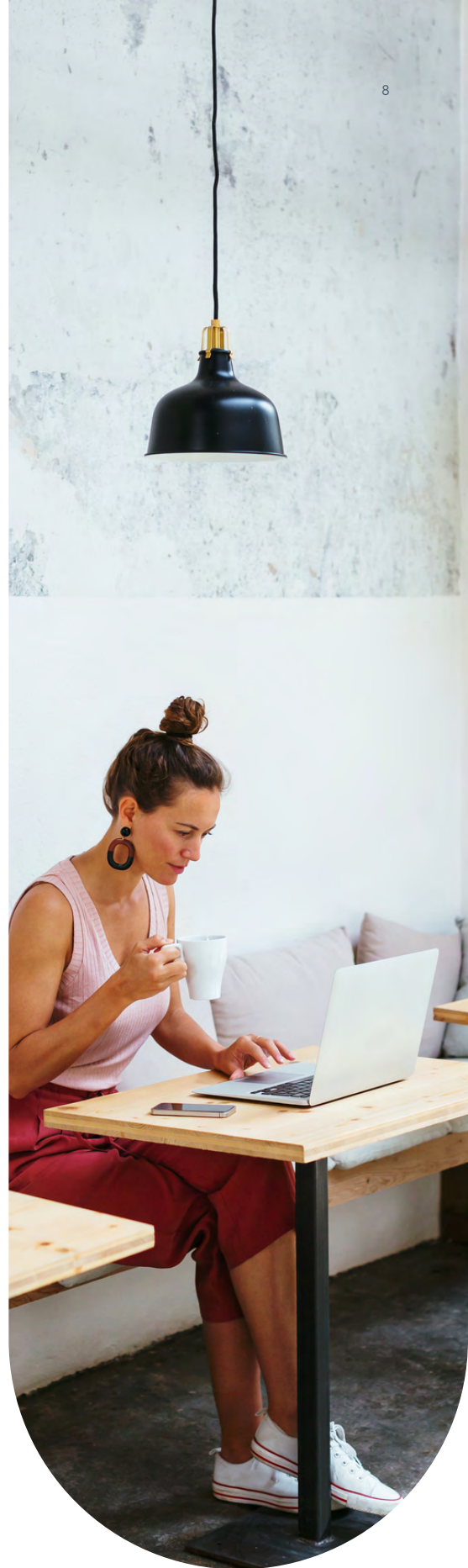
- Protect personal data on your website
- Customized policies

Performance

- Deliver a faster website experience

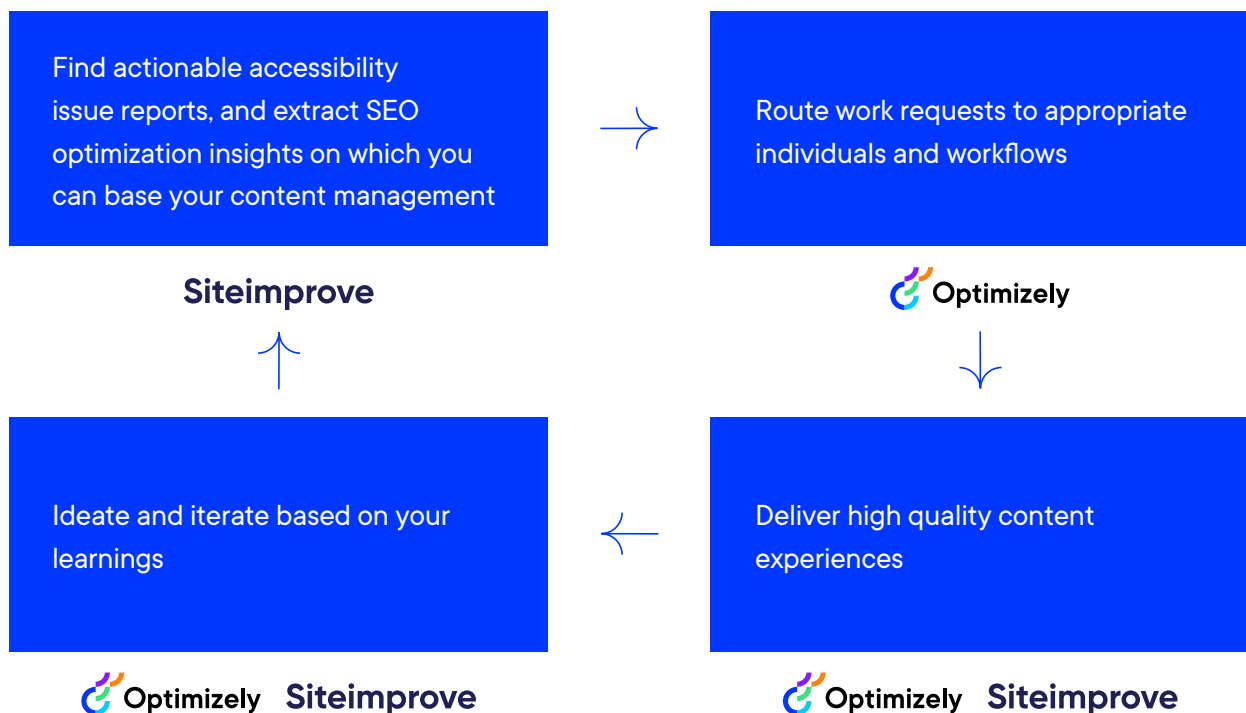
SEO

- Rise to the top of search rankings (including technical, content, UX and mobile)
- Scan and identify common SEO issues with Siteimprove SEO Checker that uses a proprietary algorithm



Creating meaningful content experiences with data-led iteration

Continuous iteration cycle



03

Industry insights

Customer story: Cuisinart

Cuisinart partnered with Optimizely and Siteimprove to address ADA compliance needs and other digital strategy challenges. Through this partnership, Cuisinart was able to:

- significantly improve their customer experience
- increase their accessibility score by over 25 points - from 57.1 to 85, leapfrogging the industry benchmark of 78.9.
- assemble a smarter tech stack



Digital accessibility is not a one-off fix but a process that requires full-team commitment, including external partners. Working with Optimizely and Siteimprove together provided our team the main platform we needed to grow with our business and the right solutions to ensure the overall content experience was optimized throughout the website.”

Mary Rodgers
Head of Marketing Communications

Cuisinart®



To find out how Cuisinart built and refined its personalization strategy with Optimizely and Siteimprove, watch the [full case study](#).



A closer look at our integrated solution

Learn more about our partnership and joint solution. Check out some of the top content from our teams.



Blogs:

- [4 ways for growth in creation with Optimizely & Siteimprove](#)
- [Website Accessibility and UX: 5 tips from Cuisinart, Siteimprove and Optimizely](#)



Webinars:

- [Reinventing digital experience with Kirsten and Kevin](#)



Joint One-Page PDF:

- [Siteimprove - Optimizely](#)
- [Optimizely Integration](#)

04

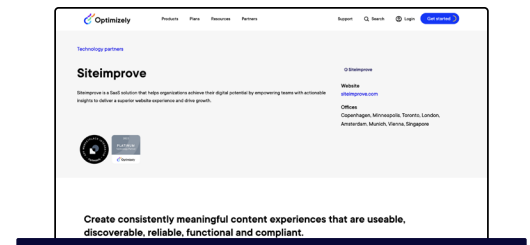
Get started

Ready to build and deliver websites that meet modern demands?
Here are some resources to help you get started

Online demo

For a closer look at how you can create quality content experiences with Optimizely and Siteimprove, view our online demos:

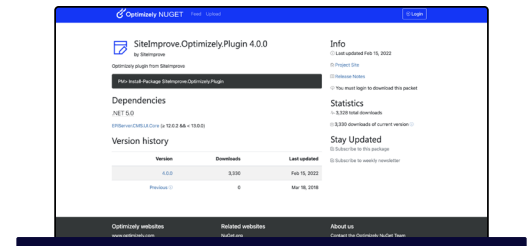
- [Optimizely Content Management + Siteimprove](#)
- [Optimizely Content Marketing + Siteimprove](#)



Integration guides

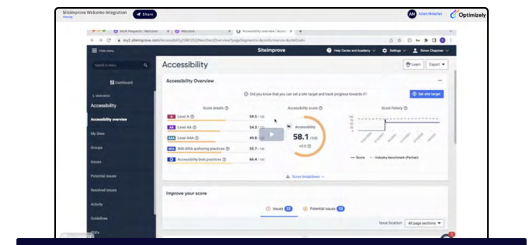
Optimizely Content Management + Siteimprove :

- [Siteimprove CMS Plugin FAQs](#)
- [Siteimprove Plugin for Optimizely Content Management](#)
- [Siteimprove Plugin for Optimizely Content Management \(GitHub\)](#)



Optimizely Content Marketing + Siteimprove:

- [Demo: Siteimprove integration for Optimizely Content Marketing](#)
- [Teaser: Siteimprove integration for Optimizely Content Marketing](#)



Need more information?
Get in touch with us: marketplace@optimizely.com

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands. Learn more at [Optimizely.com](https://www.optimizely.com)